



TENDÊNCIAS

Encontros com a Web: **FAKE NEWS**

Newton Calegari
Ceweb.br

Uma Web confiável

A Web, mais do que transformar o modo como nos comunicamos, **alterou a natureza de nossas relações sociais**. A Web é um ambiente com novos locais de encontros. Transações comerciais e relações pessoais acontecem muitas vezes sem que as pessoas se encontrem pessoalmente. **A confiança na Web está diretamente associada ao direito de ampla liberdade de expressão, pesquisa e navegação**, com a adoção de padrões e modelos tecnológicos que garantam privacidade e segurança aos usuários.

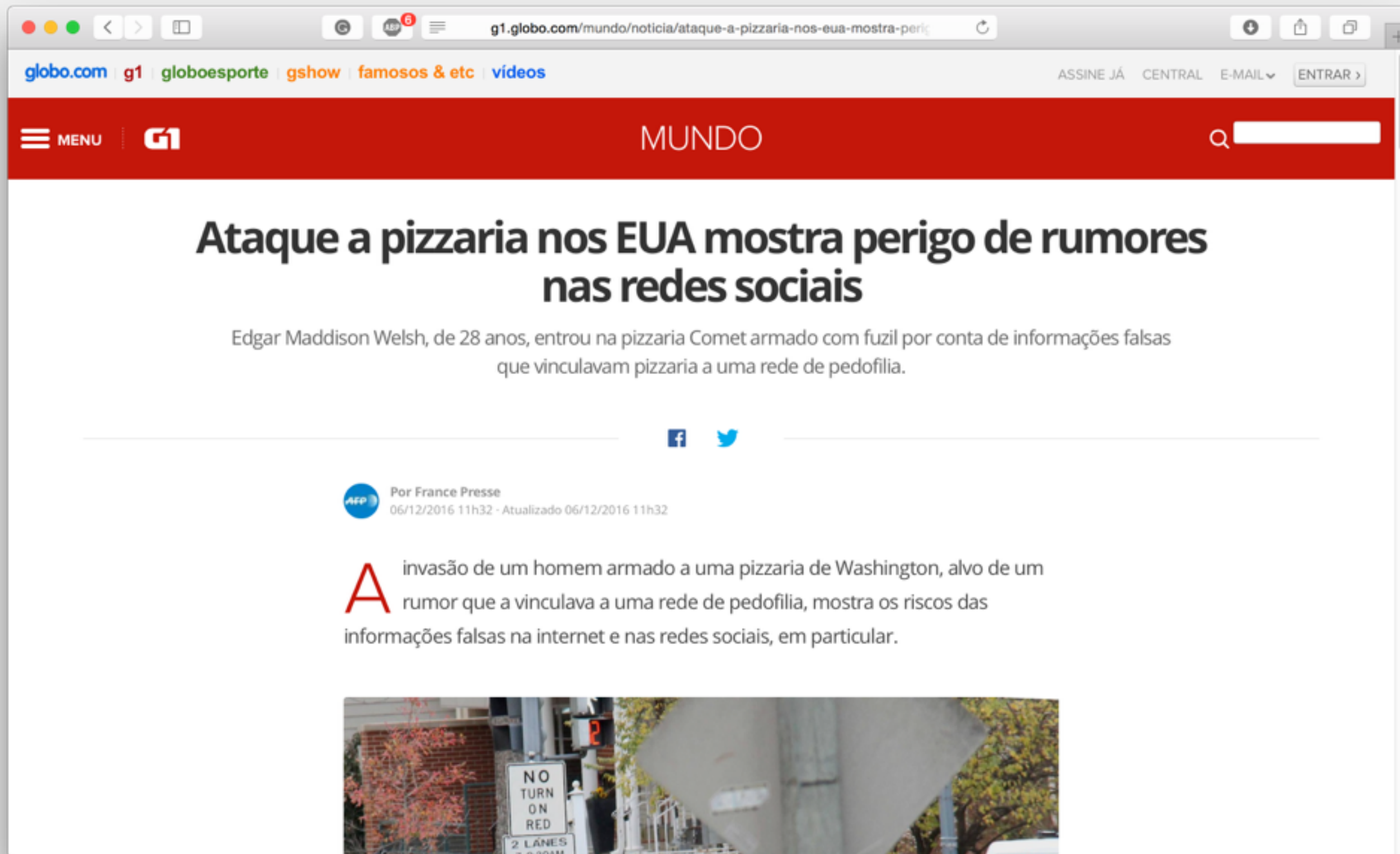
**Rumores, boatos e notícias falsas
sempre existiram**



Grávida de Taubaté



Papa Francisco apoiando Trump



Pizzaria em Washington

Fake News como problema social

3 tipos de notícias:

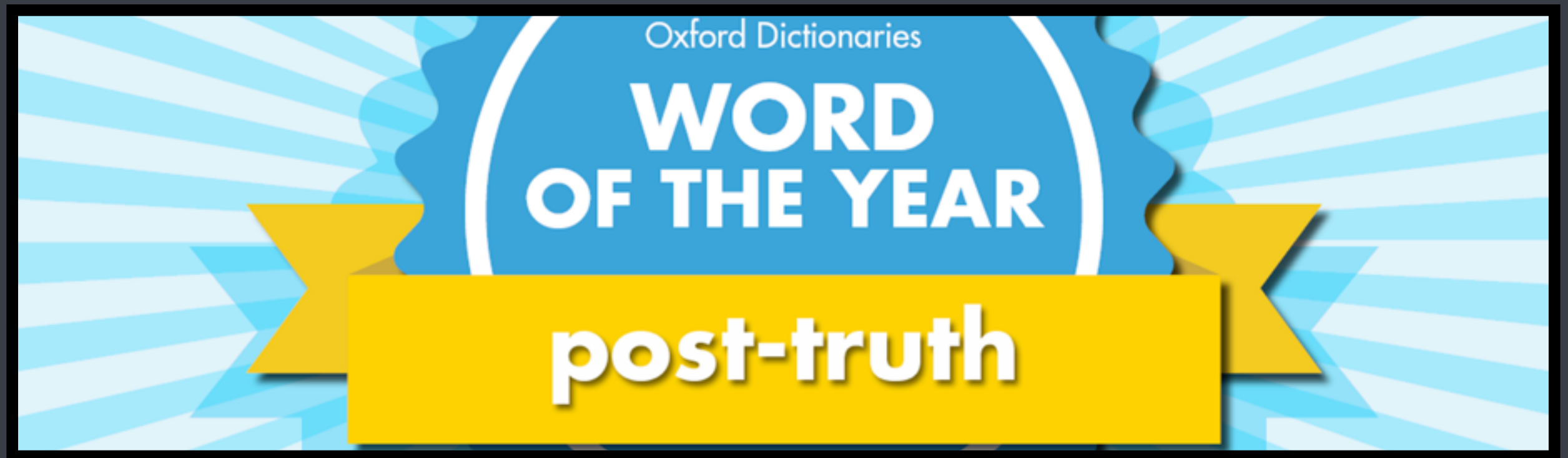
- ▶ as notícias propriamente ditas
- ▶ as não-notícias (useless, irrelevantes)
- ▶ as notícias falsas

[“Quem lê tanta notícia (falsa)?” - ITS Rio]

Tipos de sites que compartilham Fake News:

1. os que intencionalmente enganam através de manchetes
2. os de reputação razoável que compartilham boatos em larga escala sem verificar corretamente os fatos
3. os que relatam de forma tendenciosa fatos reais, manipulando a informação
4. os que humoristicamente trabalham com situações hipotéticas (ex: Sensacionalista)

[“Quem lê tanta notícia (falsa)?” - ITS Rio]



Pós-verdade: palavra do ano em 2016

A Web potencializa o alcance

a natureza e **infraestrutura da Web**
potencializam a divulgação de notícias, sejam
elas fakes ou não

o custo de produção e disseminação de **Fake News** é extremamente **baixo**, se comparado com outros meios, como o jornal impresso

gerar e disseminar Fake News virou um
negócio rentável.

o custo é baixo e o retorno com cliques e
anúncios acaba sendo vantajoso.

The man who set up fake news site Southend News Network told Newsbeat that **two million people** a month read his spoof articles:

www.bbc.co.uk/newsbeat/article/37992793/i-write-fake-news-that-gets-shared-on-facebook

"People read a headline and then don't even bother to check the content before they share it".

www.bbc.co.uk/newsbeat/article/37992793/i-write-fake-news-that-gets-shared-on-facebook

facebook

Mark Zuckerberg is shown from the waist up, standing on a stage. He is wearing a grey t-shirt and has his hands clasped in front of him. He is looking slightly to his left. The background is a solid blue color.

“Voters make decisions based on their lived experience”

“(the theory that fake news shared on facebook) influenced the election in any way, is a pretty crazy idea”

NUMBERS, FACTS AND TRENDS SHAPING YOUR WORLD ABOUT | FOLLOW DONATE

Pew Research Center *Journalism & Media* SEARCH

HOME U.S. POLITICS MEDIA & NEWS SOCIAL TRENDS RELIGION INTERNET & TECH SCIENCE HISPANICS GLOBAL

PUBLICATIONS TOPICS DAILY BRIEFING STATE OF THE MEDIA DATASETS EXPERTS INTERACTIVES

ANALYSIS

JULY 7, 2016

The Modern News Consumer

News attitudes and practices in the digital era

BY AMY MITCHELL, JEFFREY GOTTFRIED, MICHAEL BARTHEL AND ELISA SHEARER

REPORT MATERIALS

- Complete Report PDF
- Topline

4. Social engagement

5. Digital distinctions

www.pewsocialtrends.org

81% dos americanos consomem notícias por meio de sites, apps e redes sociais

<http://www.journalism.org/2016/07/07/the-modern-news-consumer/>

Browser address bar: BuzzFeed, Inc www.buzzfeed.com/craigsilverman/viral-fake-election

BuzzFeedNEWS / REPORTING TO YOU | BuzzFeed | Videos | Quizzes | Tasty | More ▾

This Analysis Shows How Viral Fake Election News Stories Outperformed Real News On Facebook

A BuzzFeed News analysis found that top fake election news stories generated more total engagement on Facebook than top election stories from 19 major news outlets combined.

Posted on November 16, 2016, at 7:15 p.m.

 **Craig Silverman**
BuzzFeed News

Quickly Catch Up

In an angry, off-the-cuff press conference, Trump defended Confederate monuments and the racists behind the deadly Charlottesville protests. >

Trump's vehement defense of white supremacists has sent shockwaves through the Republican Party and his administration. >

An Alabama woman who was missing for a month was found alive and naked in a ditch, having survived on berries and muddy water. >

WikiLeaks CONFIRMS Hillary Sold Weapons to ISIS... Then Drops Another BOMBHELL

Connect With **BuzzFeed** USNews

Fake News tiveram mais engajamento no Facebook do que as “Real News”

<https://www.buzzfeed.com/craigsilverman/viral-fake-election-news-outperformed-real-news-on-facebook>

Total Facebook Engagements for Top 20 Election Stories



ENGAGEMENT REFERS TO THE TOTAL NUMBER OF SHARES, REACTIONS, AND COMMENTS FOR A PIECE OF CONTENT ON FACEBOOK SOURCE: FACEBOOK DATA VIA BUZZSUMO

<https://www.buzzfeed.com/craigsilverman/viral-fake-election-news-outperformed-real-news-on-facebook>

Top 5 Mainstream Election Stories Stories by Facebook Engagement

(three months before election)

**“Trump’s History of Corruption Is Mind-Boggling.
So Why Is Clinton Supposedly the Corrupt One?”
(849,000, *Washington Post*)**

**“Stop Pretending You Don’t Know
Why People Hate Hillary Clinton”
(623,000, *Huffington Post*)**

**“Melania Trump’s Girl-on-Girl Photos
From Racy Shoot Revealed”
(531,000, *New York Post*)**

**“Ford Fact Checks Trump:
We Will Be Here Forever”
(407,000, *CNN*)**

**“I Ran the C.I.A. Now
I’m Endorsing Hillary
Clinton” (373,000,
New York Times)**

ENGAGEMENT REFERS TO THE TOTAL NUMBER OF SHARES, REACTIONS, AND COMMENTS
FOR A PIECE OF CONTENT ON FACEBOOK SOURCE: FACEBOOK DATA VIA BUZZSUMO

<https://www.buzzfeed.com/craigsilverman/viral-fake-election-news-outperformed-real-news-on-facebook>

Top 5 Fake Election Stories by Facebook Engagement

(three months before election)

**“Pope Francis Shocks World, Endorses Donald Trump
for President, Releases Statement”**
(960,000, Ending the Fed)

**“WikiLeaks CONFIRMS Hillary Sold Weapons to ISIS...
Then Drops Another BOMBHELL! Breaking News”**
(789,000, The Political Insider)

**“IT’S OVER: Hillary’s ISIS Email Just Leaked &
It’s Worse Than Anyone Could Have Imagined”**
(754,000, Ending the Fed)

**“Just Read the Law: Hillary Is Disqualified
From Holding Any Federal Office”**
(701,000, Ending the Fed)

**“FBI Agent Suspected in Hillary Email
Leaks Found Dead in Apparent Murder-
Suicide”** *(567,000, Denver Guardian)*

ENGAGEMENT REFERS TO THE TOTAL NUMBER OF SHARES, REACTIONS, AND COMMENTS
FOR A PIECE OF CONTENT ON FACEBOOK SOURCE: FACEBOOK DATA VIA BUZZSUMO

<https://www.buzzfeed.com/craigsilverman/viral-fake-election-news-outperformed-real-news-on-facebook>

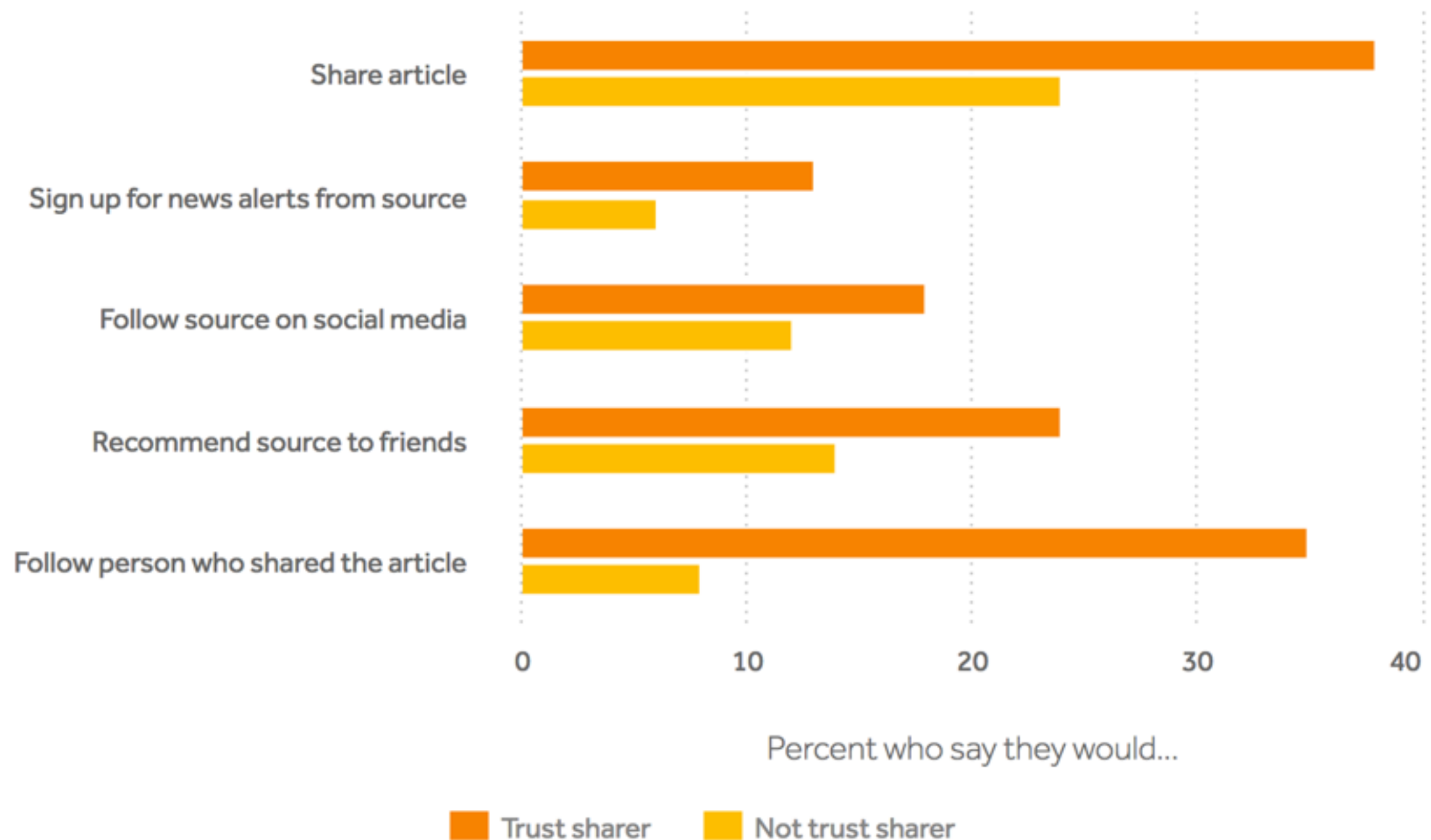


“Whether readers trust the sharer, indeed, matters more than who produces the article”

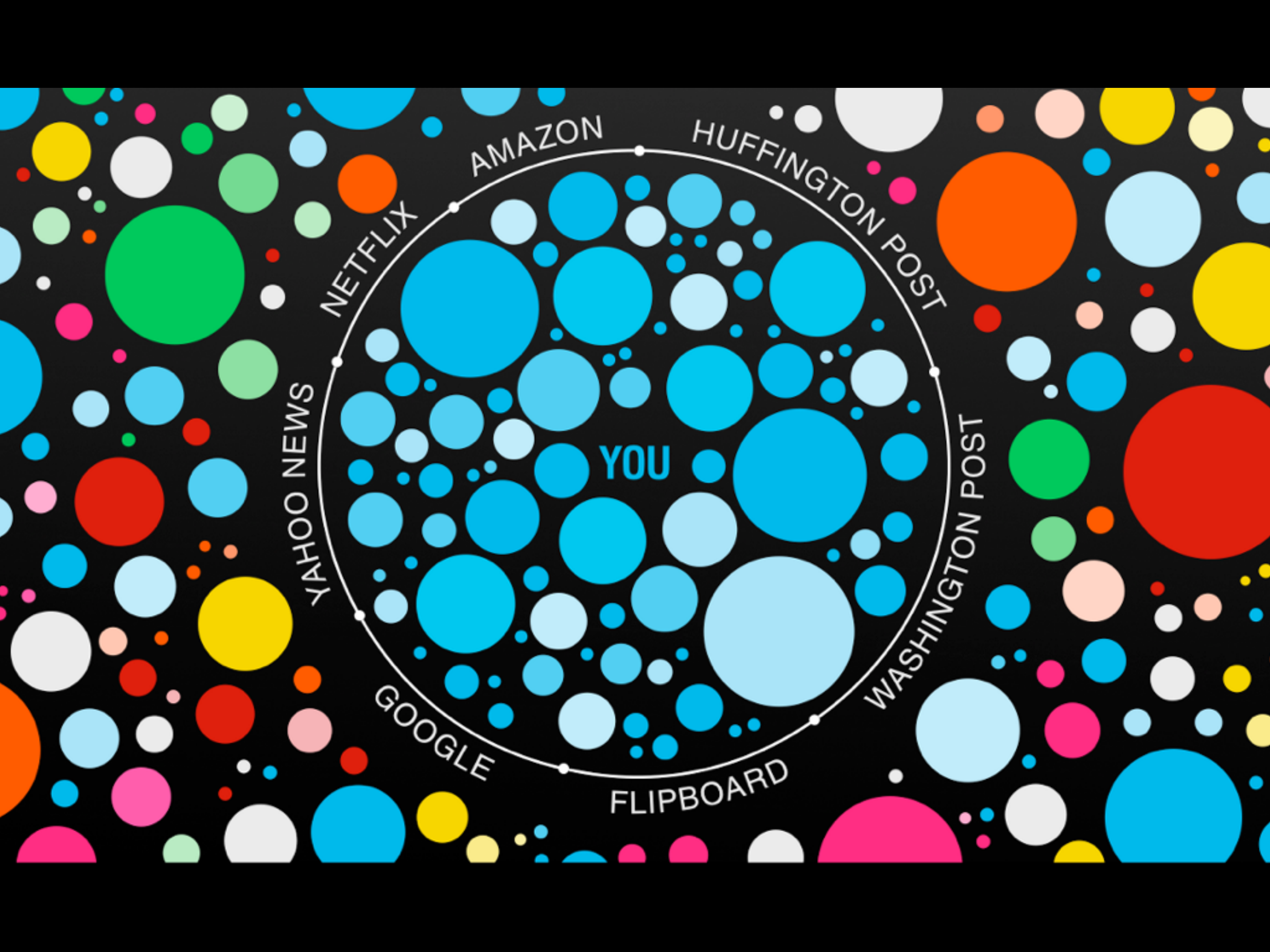
<https://www.americanpressinstitute.org/publications/reports/survey-research/trust-social-media/>

A trusted sharer results in more engagement

People who see an article shared by someone they trust are more likely to engage with it, and to engage with the source that created the article



uma bolha onde os
usuários veem apenas
conteúdos e posts que,
de certo modo, estão e
acordo com suas
crenças





US elections 2016

Bursting the Facebook bubble: we asked voters on the left and right to swap feeds

Social media has made it easy to live in filter bubbles, sheltered from opposing viewpoints. So what happens when liberals and conservatives trade realities?

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23k 1,383

Julia Carrie Wong, Sam Levin and Olivia Solon in San Francisco

Wednesday 16 November 2016 08.00 GMT



Todd Macfarlane, a conservative rancher from Utah, chose not to vote for either candidate after getting his news from a liberal Facebook news feed at key points during the election. Photograph: Sam Levin for the Guardian

Most popular

Republicans denounce bigotry after Trump's latest Charlottesville remarks

Obama's anti-racism tweet after

MH370: satellite images show 'probably man-made' objects floating in sea

he 2016 election took place under the spectre of a bubble. Not the

Trocando as bolhas...

<https://www.theguardian.com/us-news/2016/nov/16/facebook-bias-bubble-us-election-conservative-liberal-news-feed>

Um estudo do Facebook (2015) mostrou que a bolha acaba sendo criada como consequência do comportamento dos usuários, e não necessariamente como culpa do algoritmo de news-feed.

<http://science.sciencemag.org/content/early/2015/05/08/science.aaa1160.full>

Face2Face: Real-time Face Capture and Reenactment of RGB Videos

*Justus Thies¹, Michael Zollhöfer²,
Marc Stamminger¹, Christian Theobalt²,
Matthias Nießner³*

¹University of Erlangen-Nuremberg

²Max-Planck-Institute for Informatics

³Stanford University

CVPR 2016 (Oral)

<https://www.youtube.com/watch?v=ohmajJTcpNk>

MENU

nature

human behaviour

Tools

Letter

Limited individual attention and online virality of low-quality information

Xiaoyan Qiu, Diego F. M. Oliveira, Alireza Sahami Shirazi, Alessandro Flammini & Filippo Menczer

Nature Human Behaviour 1,

Article number: 0132 (2017)

doi:10.1038/s41562-017-0132

Download Citation

Received: 29 September 2016

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Published online: 26 June 2017

Information technology

Sociology

Sections

Figures

References

1. Simon, H. in *Computers, Communication, and the Public Interest* (ed. Greenberger, M.) 37–52 (Johns Hopkins Univ. Press, 1971).

2. Weng, L., Flammini, A., Vespignani, A. & Menczer, F. Competition among memes in a world with limited attention. *Sci. Rep.* **2**, 335 (2012).
CAS PubMed Article

3. Salganik, M. J., Dodds, P. S. & Watts, D. J. Experimental study of inequality and unpredictability in an artificial cultural market. *Science* **311**, 854–856 (2006).

4. Howell, L. et al. in *Global Risks 2013 8th edn* (ed. Howell, L.) Section 2 (World Economic Forum, 2013);
<http://reports.weforum.org/global-risks-2013/risk-case-1/digital-wildfires-in-a-hyperconnected-world/>

5. Milton, J. *Areopagitica* (1644);
<http://www.dartmouth.edu/~milton/reading>

Abstract

Social media are massive marketplaces where ideas and news compete for our attention¹. Previous studies have shown that quality is not a necessary condition for online virality² and that knowledge about peer choices can distort the relationship between quality and popularity³. However, these results do not explain the viral spread of low-quality information, such as the digital misinformation that threatens our democracy⁴. We investigate quality discrimination in a stylized model of an online social network, where individual agents prefer quality information, but have behavioural limitations in managing a heavy flow

<https://www.nature.com/articles/s41562-017-0132>

Uma pesquisa mostra que mesmo quando as pessoas **admitem utilizar fontes enviesadas**, elas acreditam que compartilham conteúdo sem viés.

<http://journals.sagepub.com/doi/abs/10.1177/0146167214523476>

“There is also evidence that we tend to overestimate the extent to which other people share our beliefs. This suggests that we tend to think that other people will believe how we do”

“We would think that information that aligns with our existing beliefs - even if it is fake - is more credible than information that does not”

<http://www.sciencedirect.com/science/article/pii/S002210317790049X>

tentativas de resolver o problema

www.recode.net/2016/12/16/13982934/facebook-fake-news-sharing

recode TRENDING TOPICS WRITERS PODCASTS EVENTS

codecommerce SEPTEMBER 13-14, 2017
IN PARTNERSHIP WITH SHOPTALK NEW YORK, NY

If you don't share this story, Facebook might think it's fake

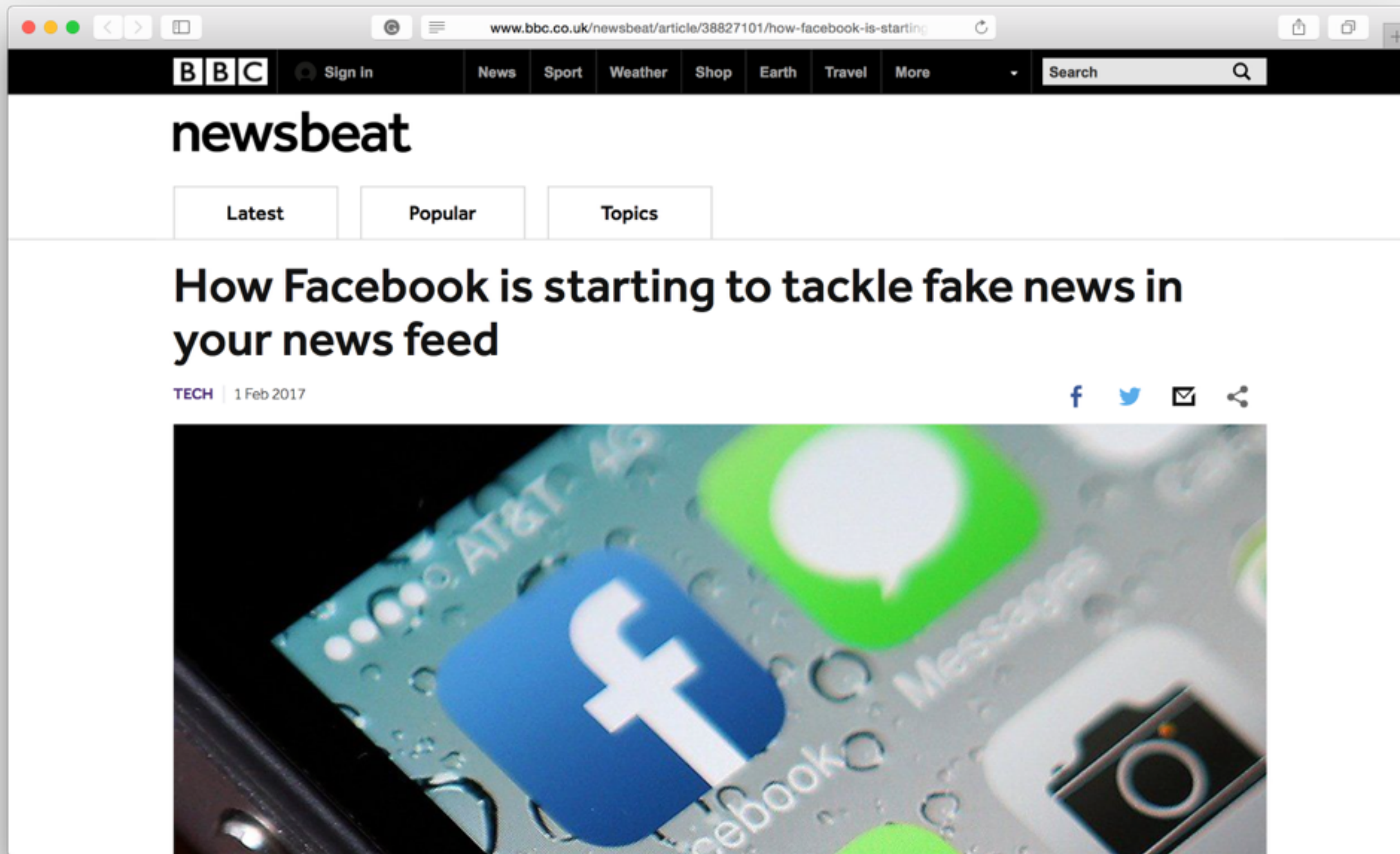
A counterintuitive strategy to fight bogus news.

BY **PETER KAFKA** | DEC 16, 2016, 11:24AM EST

TWEET SHARE LINKEDIN



<https://www.recode.net/2016/12/16/13982934/facebook-fake-news-sharing-adam-mosseri>



<http://www.bbc.co.uk/newsbeat/article/38827101/how-facebook-is-starting-to-tackle-fake-news-in-your-news-feed>



Create a Post



Photo Album



<http://www.thenewportbuzz.com/the-irish-slave-trade-the-slaves-that-time-forgot/7191>



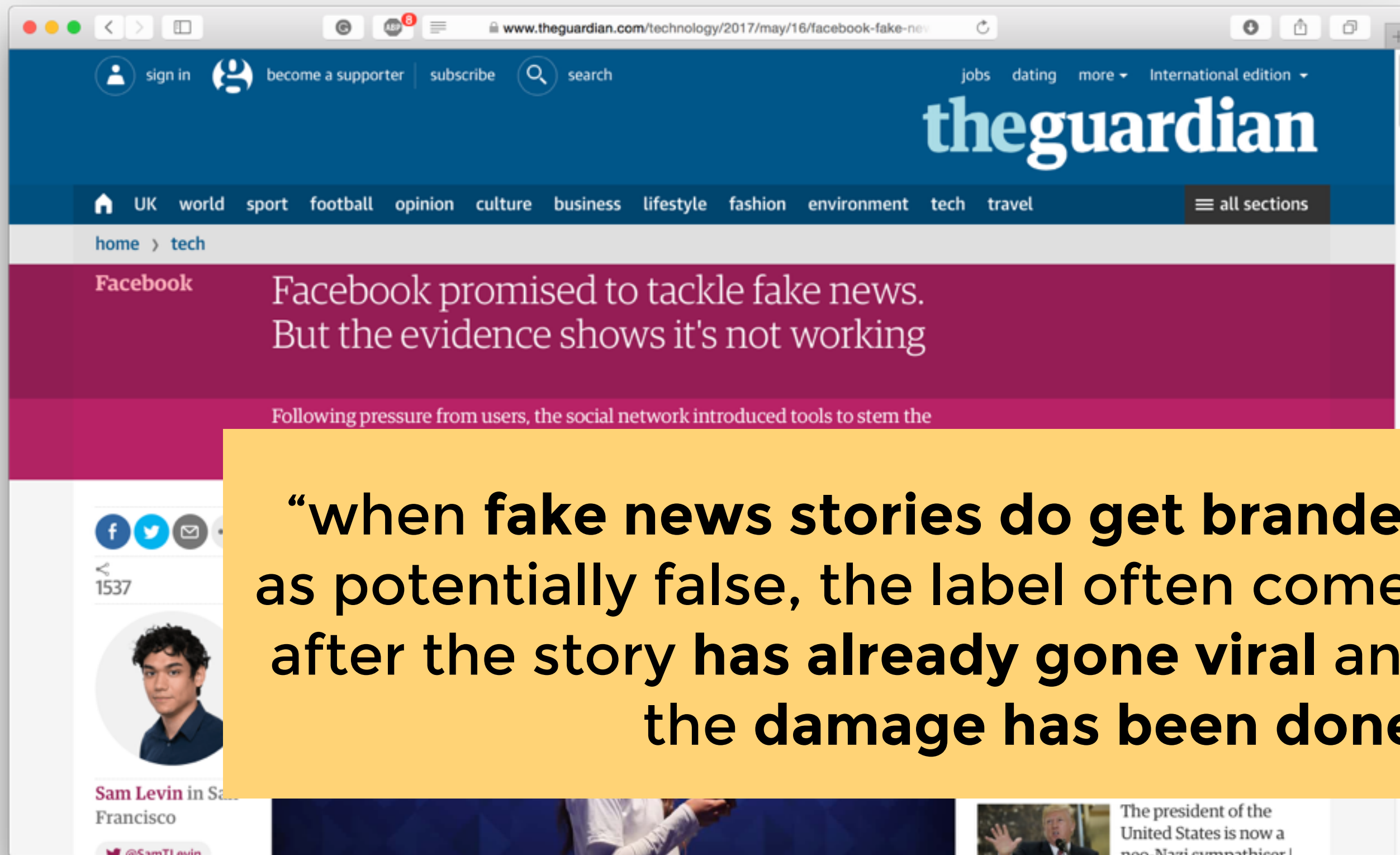
The Irish Slave Trade – The Slaves That Time Forgot



THENEWPORTBUZZ.COM



Disputed by Snopes.com and Associated Press



“when fake news stories do get branded as potentially false, the label often comes after the story has already gone viral and the damage has been done”

<https://www.theguardian.com/technology/2017/may/16/facebook-fake-news-tools-not-working>

www.recode.net/2017/6/30/15896544/facebook-fake-news-feed-al

Facebook found a new way to identify spam and false news articles in your News Feed

People who post 50-plus times per day are likely sharing spam or false news, Facebook says.

BY **KURT WAGNER** | JUN 30, 2017, 2:00PM EDT

TWEET

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OITO PRINCIPAIS
TENDÊNCIAS
DE BIG DATA
PARA 2017

BAIXAR O WHITEPAPER

<https://www.recode.net/2017/6/30/15896544/facebook-fake-news-feed-algorithm-update-spam>

money.cnn.com/2017/04/06/media/facebook-fake-news-tool/index.html

CNN media Reliable Sources Think Profit Newtube Entertainment

Facebook adding 'educational tool' to help users spot fake news

by Brian Stelter @brianstelter
April 6, 2017: 12:02 PM ET

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Social Surge - What's Trending

- Intel CEO is the latest to leave Trump's manufacturing council
- Meet the world's fastest car. Price: \$3 million
- Under Armour CEO quits Trump's manufacturing council

Project Management For MacOSX - DaPulse (Recommended)

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FACEBOOK RESPONDS TO FAKE-NEWS PRESSURES

11:50 AM ET

Why PolitiFact is helping Facebook flag "fake news" stories and hoaxes

Bipartisan Report

December 6 at 9:36am ·

There is a new lawsuit in Florida and Trump is NOT happy.

BREAKING: Florida Moves For FULL RECOUNT Of State Over Massive Voter Fraud (DETAILS)

BIPARTISANREPORT.COM | BY PEARSON MCKINNEY- POLITL...

Disputed by ABC News
Learn why from this fact-checker

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Facebook disables modified link previews to fight fake news

Publisher pages can apply for exemption, though.

Mariella Moon, @mariella_moon
07.18.17 in Internet

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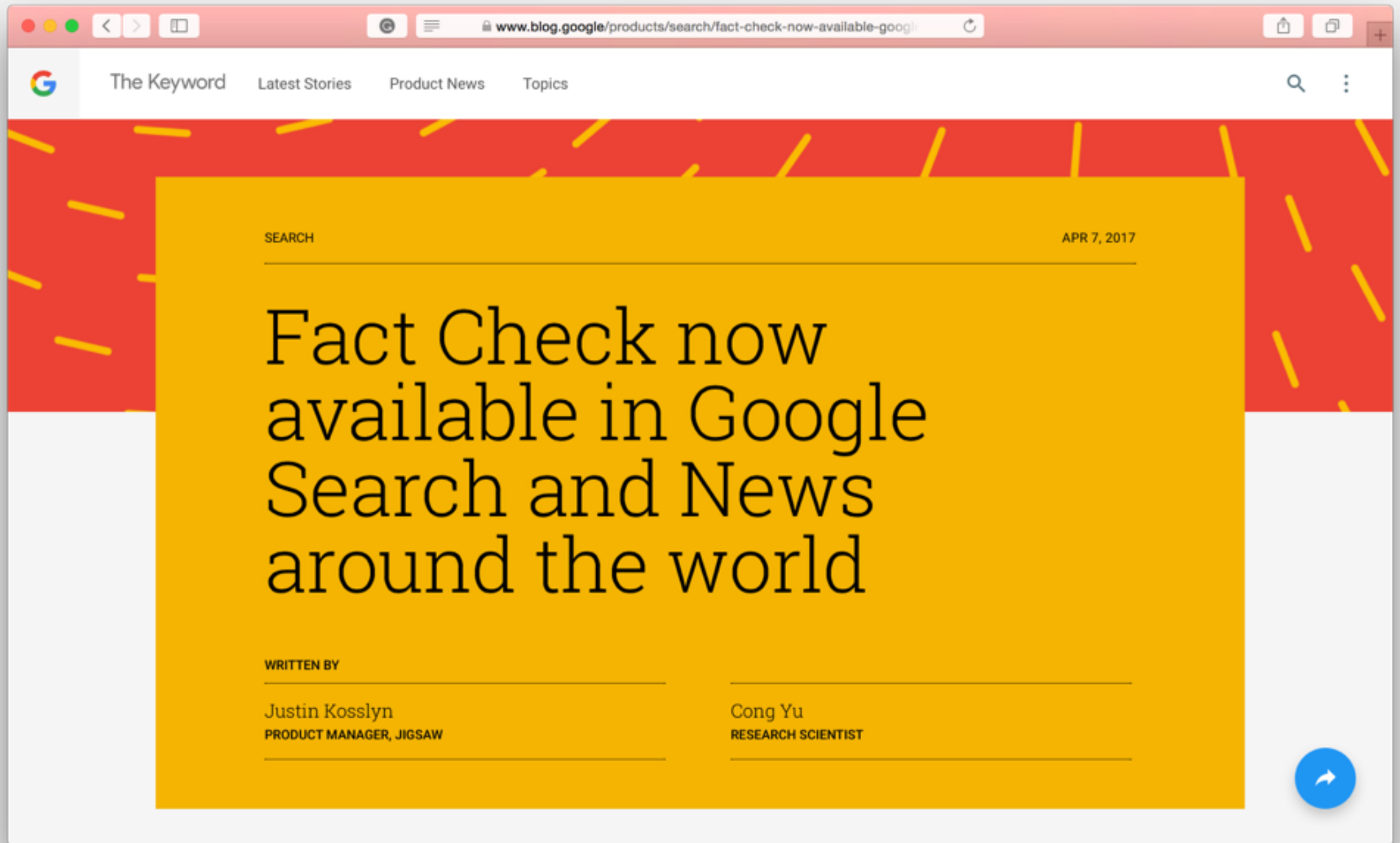
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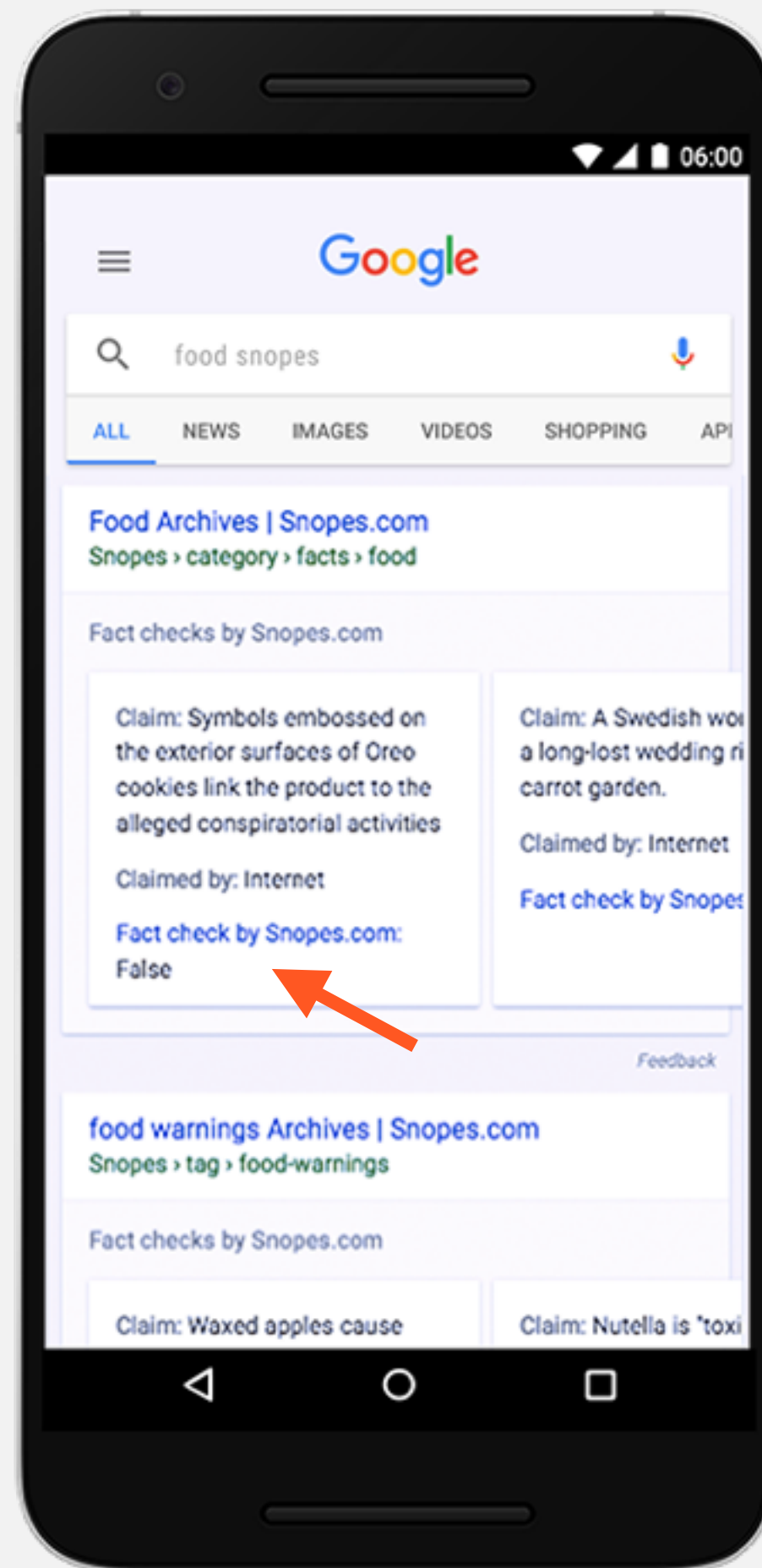
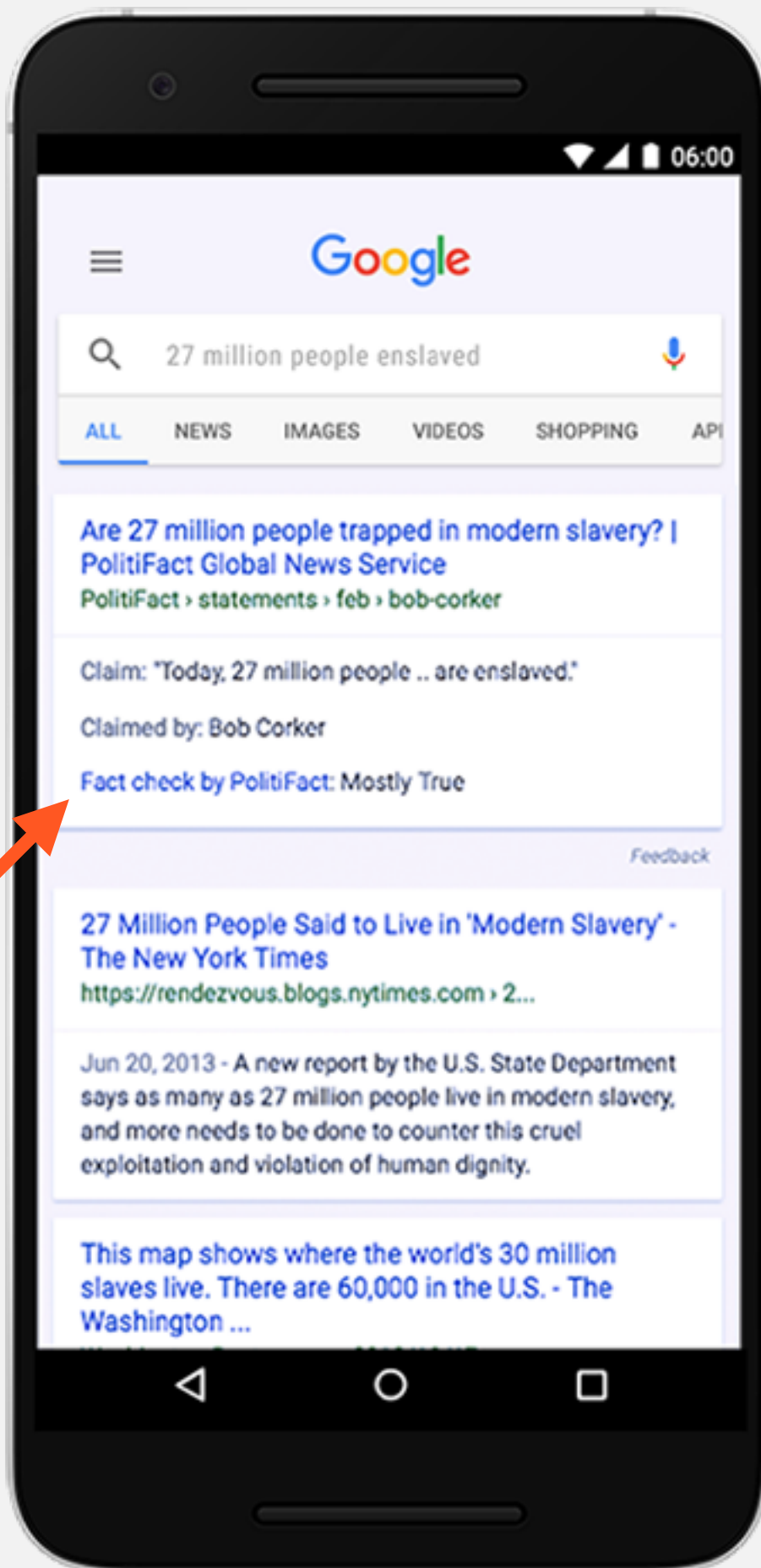




<https://www.engadget.com/2017/07/18/facebook-disables-link-previews-fight-fake-news/>



<https://www.blog.google/products/search/fact-check-now-available-google-search-and-news-around-world/>



schema.org

Search

HomeSchemasDocumentation

ClaimReview

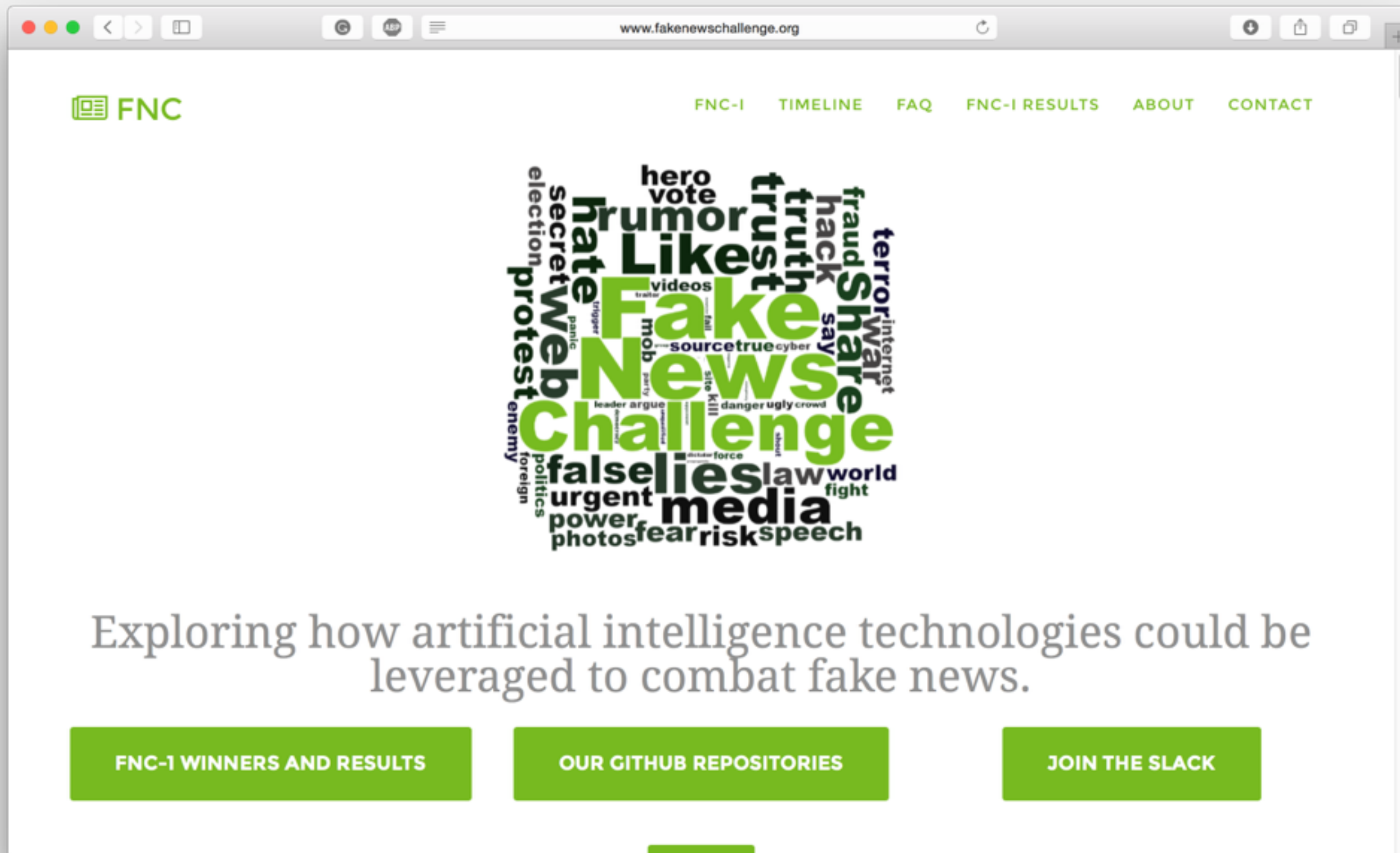
Canonical URL: <http://schema.org/ClaimReview>

[Thing](#) > [CreativeWork](#) > [Review](#) > [ClaimReview](#)

A fact-checking review of claims made (or reported) in some creative work (referenced via itemReviewed).

[more...]

Property	Expected Type	Description
Properties from ClaimReview		
claimReviewed	Text	A short summary of the specific claims reviewed in a ClaimReview.
Properties from Review		
itemReviewed	Thing	The item that is being reviewed/rated.
reviewBody	Text	The actual body of the review.
reviewRating	Rating	The rating given in this review. Note that reviews can themselves be rated. The reviewRating applies to rating given by the review. The aggregateRating property applies to the review itself, as a creative work.
Properties from CreativeWork		
about	Thing	The subject matter of the content.
accessMode	Text	The human sensory perceptual system or cognitive faculty through which a person may process or perceive information. Expected values include: auditory, tactile, textual, visual, colorDependent, chartOnVisual, chemOnVisual, diagramOnVisual, mathOnVisual, musicOnVisual, textOnVisual.
accessModeSufficient	Text	A list of single or combined accessModes that are sufficient to understand all the intellectual content of a resource. Expected values include: auditory, tactile, textual, visual.
accessibilityAPI	Text	Indicates that the resource is compatible with the referenced accessibility API (WebSchemas wiki lists possible values).
accessibilityControls	Text	Identifies input methods that are sufficient to fully control the described resource (WebSchemas wiki lists possible values).



<http://www.fakenewschallenge.org>

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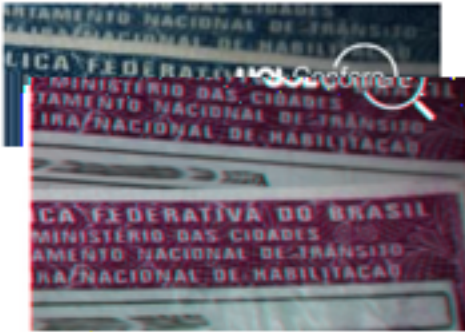
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UOL Confere

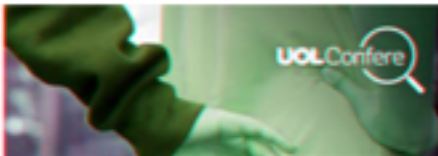
Uma iniciativa do UOL para checagem e esclarecimento de fatos



Lei federal cancela carteira de habilitação vencida há mais de 30 dias?

Uma corrente no WhatsApp circula com uma notícia falsa que afirma que, a partir de outubro, quem tiver a...

11.08.2017 15h22



Decisão do STF 'liberou' presos por roubo de celulares de até R\$ 500?

Difundida nas redes sociais, uma mensagem está provocando revolta

<https://noticias.uol.com.br/confere>



<https://aosfatos.org>

UOL HOST PAGSEGURO CURSOS UOL RESOLVE

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A PRIMEIRA AGÊNCIA DE FACT-CHECKING DO BRASIL

QUEM SOMOS | SUGESTÃO DE CHECAGEM? | QUERO SER UM CHECADOR

15.08.2017 | 05H00 | MUNDO

Donald Trump e seus superlativos

Presidente dos EUA usa dados falsos ao falar sobre política nuclear e Coreia do Norte. Uma parceria da Lupa com o Politifact



<http://piaui.folha.uol.com.br/lupa/>

Investir na educação digital,
qualificar pessoas para que
possam ser treinadas a
desconfiar e questionar.

www.bbc.com/portuguese/internacional-40127066

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A nova revolução educacional com que a Finlândia quer preparar alunos para era digital

Penny Spiller
BBC

🕒 10 junho 2017

f t w e Compartilhar



Principais notícias

Quem são os antifas, grupo que está em pé de guerra com os neonazistas nos EUA

Movimento antifascista, presente nos enfrentamentos do último fim de semana em Charlottesville, faz oposição a supremacistas brancos desde a época de Hitler, muitas vezes de forma violenta.

🕒 15 agosto 2017

STF retoma ação que pode

Destaques e Análises

“entre as habilidades estão o pensamento crítico, necessário para identificar notícias falsas (...)”

<http://www.bbc.com/portuguese/internacional-40127066>

o que nós, como NIC.br,
podemos fazer?